

THE STORY OF THE MAGIC CITY.

A Population of 400 in 1881; in 1892, 25,000.

The History of the City Briefly Sketched and the Forces That Have Been Most Powerful to the Work Discussed—A Simple Statement of Convincing Facts Telling What Roanoke is To-day. Interesting Statistics That Are Worth Any One's Attention—Some Reasons Why Roanoke Exists and Why It is Only at the Beginning of a Brighter and More Wonderful Career.

Ten years ago the sight of the building from which this paper is issued was a marshy swamp. The rolling hills surrounding it were covered by the native forests and growing wheat fields.

Strictly speaking the history of Roanoke dates from February 3, 1882, when this place of destiny threw aside the old name of Big Lick for the more euphonious and meaning name of Roanoke. About the time the town of Roanoke was chartered by an act of the legislature, an era of progress dawned upon this region, the history of which is inseparably linked with the history of the Shenandoah Valley railroad.

Prior to this time Big Lick was a sleepy, easy-going, old-time Virginia village, with a population of 400 people, dependent entirely upon the small trade of the agricultural population of the surrounding country.

The Shenandoah Valley railroad was projected as early as 1867, and, after overcoming various difficulties, the first train from Hagerstown ran into Roanoke June 19, 1882. The old Atlantic, Mississippi and Ohio railroad has been purchased and reorganized into the Norfolk and Western by the same capitalists who projected and built the Shenandoah Valley road, and they were practically under the same management. The headquarters of this new railroad system were removed to Roanoke, and the young city immediately became the center of one of the most important railroad systems of the South. The Roanoke Machine Works, with a capital of \$5,000,000, were immediately erected, and soon the easy-going old village of Big Lick was transformed into the live, active and progressing city of Roanoke.

The Roanoke Land and Improvement Company was organized and did much to promote the growth of the new city. One industry followed another, constantly increasing the population. The different lines of business made necessary were rapidly filled, and by 1884, Roanoke was a city of such modern improvements as gas and electric lights, a system of water works and such other improvements as it was possible to construct in so short a time.

Early in 1884 Roanoke was chartered as a city and the Hustings Court was established. The city government was materially strengthened in different departments with a new charter. While there was some depression in 1884, by conservative management of her enterprises, she fully held her own and made some substantial progress. From 1885 on her career has been one of constant growth. Among the industries that were soon completed were the twin furnaces of the Crozer Iron Company, the American Bridge and Iron Works, the Rolling Mills and other small industries. A street railway company was organized and a system of horse cars put on the streets. A dummy line was constructed to Vinton, two miles distant, and afterwards to Salem, a distance of seven miles.

In the course of events such needed institutions as banks were supplied, and have constantly grown until Roanoke to-day boasts of admirable banking facilities. Not long after Roanoke began to enjoy the fruits of the completion of the Shenandoah Valley railroad, the construction of the Roanoke and Southern from Winston, N. C., was projected. A company was organized and after considerable delay work was begun at Winston, and fourteen miles of road from Winston to Walnut Cove, connecting with the Cape Fear and Yadkin Valley road, was put in operation in June, 1889. The work progressed slowly but trains are now running from Roanoke to Winston. Shortly after the road was opened the Norfolk and Western leased it for a period of 999 years.

There are certain forces and agencies that have been sufficiently prominent in bringing about the events of the last decade to demand special attention. One of these is the joint stock land company. The foster company was the Roanoke Land and Improvement Company, but many larger and more important have followed. While these companies are business enterprises, their sole object is not the buying of land at a low price and selling it a higher one. A large part of the capital of them is set apart for inducing new industries to locate here, and in this way many of the most important manufacturing establishments have been secured.

The year 1890 was the great boom year of this entire section, and while Roanoke's history has been one of constant and rapid growth, that year stands out most prominently in the extent of the operations in different lines. Roanoke is now never has been a boom town in the general acceptance of that term. If its growth has been wonderful, and speculation in real estate extensive, the rapid rise in prices has not been produced by any material causes, but has had for its basis a busy, producing population constantly increasing. The standard by which boom towns measure their success is the extent of real estate transactions, and according to this Roanoke heads the list of boom towns if any one persists in calling it such. In 1890 the real estate transfers according to the records in the office of the clerk of the Hustings Court amounted to \$17,000,000 in round numbers.

Chattanooga, Tenn., is one of the most active of Southern cities, and its real estate sales for the same period amounted to \$6,000,000.

This is only a small part of the achievements of 1890. The total number of companies organized for different purposes was 132, with an aggregate capital of \$10,000,000. More than \$2,000,000 was put in buildings. Among the most important buildings was the completion of the Ponce de Leon Hotel, Hotel Roanoke and some score or more of the handsomest residences in the city. Many of the best business buildings in the city were erected during this year.

Among the manufacturing establishments completed the Virginia Brewery and the blast furnace of the Roanoke Iron Company were the most important. The Roanoke Development Company, organized about two years ago, has demonstrated its importance as a factor in the advancement of the growth of Roanoke. Streets have been constructed through a large part of its extensive property and three bridges built across Roanoke river. Three large plants, those of the Norfolk Lock Manufacturing Company of Roanoke, the Duvall Engine Works and the Bridgewater Carriage Works.

The Virginia Blanket Mills has also been secured to locate on this property. These industries will employ altogether about 700 operatives.

Roanoke has been affected by the financial depression from which the whole country has suffered for the last ten months, as have most localities, though there are but a few communities that have stood the depression so well. The era of active and extensive speculation, which immediately preceded the close of the money market, were sufficient cause for fearing serious results, but not a single disastrous failure has occurred. Roanoke has weathered the storm so far, not only holding her own, but making rapid strides forward. While there has not been that active speculation and extensive enterprise that marked the preceding year, the year 1892 will result in scarcely less for the substantial progress of the city than the eventful year of 1890. There is nothing to which Roanoke can point with more just pride than her achievements since business throughout the civilized world was stagnated by the threatened panic in the great money centers. Roanoke can well afford to have the record to be published to the world.

Early in January, 1891, Congress appropriated \$75,000 for the erection of a public building. Many who had made money in the preceding year started the new year with plans to put their accumulations into buildings. While building operations would have been more active if money had been easier, still the attention of the investor has been directed more to permanent improvements than real estate speculation. The class of buildings has constantly improved from the beginning of Roanoke's growth, and this improvement is more noticeable now than at any previous period in the history of the city. Scarcely less houses in number will be erected this year than last, and when the record of 1892 is made up the indications are that it will show more money put in buildings during 1892 than in 1891.

Early in the year, too, the Roanoke Development Company began its negotiations for industrial plants with the remarkable success already noted. Besides the four large plants, two of which are nearing completion on the property of this company, the plate and muck bar mills of the Roanoke Iron Company have been erected and put in operation, although at the present time they are shut down, owing to the dullness in the iron market. The cold storage plant has been constructed. Improvements have been made at the Crozer Furnaces. The blacksmith shop of the Roanoke Machine Works and the same department of the American Bridge Works have been rebuilt. The Monitor Steam Generator Company will soon begin the erection of an extensive factory on the Columbia Land Company's property. The Norfolk and Western is working on the belt line that is to extend around the southern border of the city.

Of the buildings recently completed the most costly is the Terry building, on the corner of Jefferson and Campbell streets. This magnificent stone and brick structure, is seven stories high, and cost \$125,000. It is the handsomest office building in Virginia. A number of handsome business buildings have been erected this year. This has been a church building year. The Lutherans are erecting a magnificent stone structure at a cost of \$60,000; the Baptists have completed a \$25,000 church and are erecting another one to cost the same amount; the Episcopal Church is erecting a \$40,000 stone church and rectory. The Southern Methodists have built one small church at a cost of \$1,800; erected a tabernacle at a cost of \$2,000, and are building a \$10,000 church; the Methodist Episcopal church has repaired and improved its house of worship.

A start has been made for the needed public improvements. Early last year the freeholders of the city voted \$425,000 in bonds for streets, sewers, public buildings and the fire department. The Gamewell electric fire alarm system has been put in place and the apparatus of the department improved. Over seven miles of streets are now being macadamized and some of the leading streets are soon to be paved with vitrified brick. Work is also about to be commenced on a sewer system.

With some idea of what Big Lick was and the foregoing sketch of the rise and growth of Roanoke, the reader may be given a reasonably accurate idea of the rapid progress of the city by a statement of what Roanoke is to-day.

It is a city of 25,000 people, situated between the Valley of the Roanoke river which skirts its southern border, midway between the Blue Ridge and Alleghany mountains, at the natural gateway of the far famed valley of the Shenandoah. From its hill tops and the summit of Mill Mountain that stray sentinel that rises abruptly in the valley just across the river from the city, may be seen all the beauty and magnificence of mountain scenery that the eye delights to look upon. At an elevation of 907 feet above the level of the sea, and with cooling mountain breezes, Roanoke is free from the extreme heat. The mountains surrounding it break off the rigors of the northern winds of winter. The average temperature is 58 degrees. To add to its healthfulness, it has the finest water supply in the world. A large spring bursts forth from the foot of Mill Mountain in a stream large enough to supply a city of 100,000 people. Two steam pumps not

thirty yards from the spring force the pure cold water immediately to the city, a large reservoir on the mountain side holding a reserve supply.

Roanoke has fine railroad facilities. As the center of the Norfolk and Western railroad system, and the construction of the Baltimore and Ohio or the Chesapeake and Ohio to Roanoke, one of which is inevitable, it will greatly add to the importance of the city as a railroad center. It is, too, only a question of a short time when the Norfolk and Western will have an independent line into Washington, D. C.

The assessed valuation of real estate in 1882 was \$353,364. In 1892 it was \$12,645,425. The capital in business on which license is paid, is \$1,600,000.

The iron industry is the chief impetus to the growth of the city. The various manufacturing enterprises employ 3,000 people, and those in course of construction will add another thousand to the number. The annual amount paid out to wage-earners is more than \$5,000,000.

The capital invested in manufacturing enterprises is \$8,125,000, and in land companies, in round numbers \$11,000,000.

Roanoke has eight building and loan associations, with a subscribed capital of \$3,000,000.

The banking capital amounts to \$2,000,000, and the banking institution of the city did a business in 1890 amounting to \$5,000,000.

The twenty-two religious congregations, representing the Catholic, Lutheran, Methodist, Episcopalian, Presbyterian, Baptist, United Brethren and Christian denominations, have over 4,000 communicants, and the church property is valued at \$400,000.

The city is surrounded by a fertile agricultural region. Roanoke county producing the finest wheat of any part of Virginia. Roanoke is fast growing in importance as a wheat market and its flouring mills now turn out 250 barrels of flour daily.

The public schools have grown with the city. The first ward building is a handsome two story structure with accommodations for 500 pupils. The third ward and colored school buildings are neat and comfortable brick houses. The school board has rented two buildings and established schools to meet the growing needs of the city. The freeholders voted \$75,000 in bonds last spring for school buildings, and for the improvement of the school facilities. The five schools with twenty eight teachers, now have about 1,500 pupils enrolled.

That Roanoke will continue its quick-step march on the highway of progress, is evident to every one who is acquainted with its surroundings, its achievements and its opportunities.

It requires no long drawn logical argument to convince the stranger of this. If the simple statement of the facts will not convince, a visit to Roanoke and a close examination of the causes which have led to its growth and its present condition will.

The early promoters of the development of the Valley and Southwest Virginia did not in the beginning anticipate the wonderful success that has crowned their efforts. But now they look forward to still greater things than the past has revealed. The capitalists comprising the Norfolk and Western syndicate have been the leaders, not only in Roanoke but throughout the entire section that has been invigorated with new life.

When they first put their money into this region ten years ago Roanoke was immediately made the center of all their operations and has been their especial favorite. There has been no mushroom growth, and the men who have made Roanoke substantial by their millions, have millions more to insure the continued growth of the city.

The people who have been attracted here by the enterprises of the capitalists have united for the general good in every enterprise, and filled their places well as factors in what has been accomplished.

Roanoke has reached that point where it is not so much dependent upon outside capital, but this makes the inducement for the investor still greater. The industries that are established, with the raw material almost at their doors, will sustain a population of 35,000. Should no more industries be secured the city will, in a few years, reach this population. But it will not stop here.

The industries that will start up within the near future will create a demand for others. As the mineral resources are developed the iron industries already established must of necessity increase their capacity, and new ones will spring up.

The completion of the Roanoke and Southern and the construction of the Baltimore and Ohio or Chesapeake and Ohio to Roanoke will enable the city to extend her trade, and will add to her territory new fields of raw material, adding industry after industry, and increasing the inducements that have already led Northern manufacturers to seek this more favorable locality.

The possibilities of Roanoke cannot be comprehended, for they are limited only by the enterprise and energy of her citizens, who have never yet been baffled by the size of the pocket books and bank accounts of the thousands that have put their dollars in Roanoke, and the thousands that will soon follow the footsteps of their wiser fellow citizens; and by the extent of the wonderful resources of her adjacent territory that are yet unknown.

A strong board of trade has recently been organized with W. E. Deaton, as president and it promises to add very materially in the future advancement of the Magic City.

Worth Knowing.

MANY thousand people found a friend in Aunt Fanny's Health Restorer.

If you have never used this great specific for the prevailing malady of the age, Dyspepsia, Liver Complaint, Rheumatism, Costiveness, Nervous Exhaustion, Nervous Prostration, Sleeplessness and all diseases arising from derangement of the stomach, liver and kidneys, we would be pleased to give you a package of this great nerve tonic free of charge. Christian & Barbee.

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English, French and German tea, dinner and toilet sets; our own importation in newest shapes and decorations at the E. H. Stewart Furniture Company.

Cortina, enlarging, exterior, sideanger's.

T. JEFFERSON COOLIDGE.

Successor of Mr. Reid as United States Minister at Paris.

The president has appointed Mr. T. Jefferson Coolidge, of Boston, to succeed Mr. Whitelaw Reid as minister of the United States to Paris. Mr. Coolidge was placed in nomination for the office by the republicans of the New England delegation in congress, but, as he is comparatively unknown in public life, the possibility of his appointment, says Harper's Weekly, was not more than mentioned in the newspapers. He has held only two public posts—park commissioner of Boston and delegate to the recent Pan-American congress.



T. JEFFERSON COOLIDGE.

He is a little more than sixty years old, and a native of Boston, where, in business and society, he has been prominent for thirty-five years. His grandfather was Thomas Jefferson, the first minister to France after the formation of the United States.

Mr. Coolidge was graduated from Harvard, and then spent some time in Europe. Returning home, he entered into the East India trade, in which he prospered. In 1858 he became the president of the Booth Manufacturing Company, with large cotton-mills at Lowell. The affairs of this company were not in good financial condition when Mr. Coolidge took charge, but in the course of several years he established the business upon a sound footing. Then he went to France, and lived there for three years, acquiring during this residence a proficiency in the French language that will be of great value to him in his new capacity. When he came back to America he took charge of the Lawrence Manufacturing Company, and built up a small business into a very large one. In 1880 he gave up manufacturing and became president of the Atchison, Topeka & Santa Fe railroad. He helped this company out of very serious financial straits, and then for a little while was president of the Oregon Railway & Navigation Company. When he retired from this company he resumed the financial management of several New England cotton mills, and in these he is still interested.

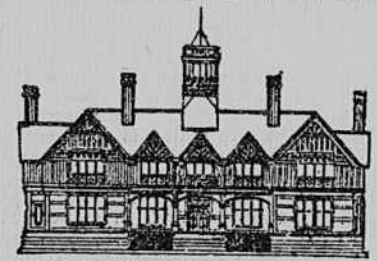
The new minister has never been prominent in politics, though always a staunch republican. His son, T. Jefferson Coolidge, Jr., was one of the leading spirits in the establishment of the Young Men's Democratic club of Massachusetts, and there was in consequence some misunderstanding as to the father's position. The elder Coolidge set this at rest by contributing to the election of Mr. Harrison. Mr. Coolidge has been prominent in the public charities of Boston. At Harvard he created the Physical Research laboratory, and gave to the town of Manchester a public library. Mr. Coolidge has rather a soldierly bearing, and in society is one of the most popular men in New England.

THE BRITISH BUILDING.

How England Will Be Housed at the Chicago Exposition.

The first building to be erected at Jackson park by a foreign nation, says the Chicago Inter Ocean, will be that of Great Britain, the plans for which have just been brought from England by Col. G. R. Grover, of the royal engineers.

The building was designed by Col. R. W. Edis, and will be erected at once by George A. Fuller & Co. It will be a very good typical specimen of a picturesque "half-timbered" English home of the century during which Columbus made his famous voyage. In outward appearance it will not be particularly attractive, being solidly constructed of red bricks, timbers and yellow terra

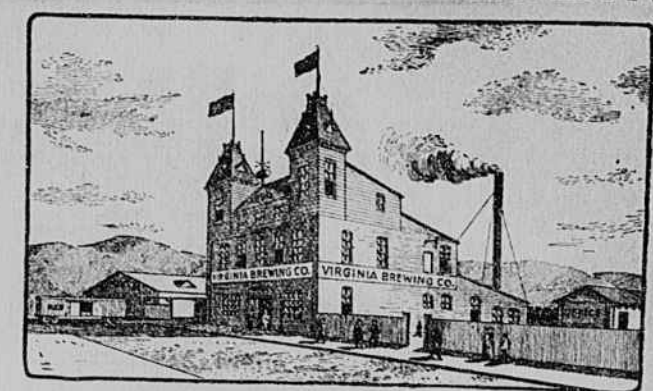


ENGLAND'S WORLD'S FAIR BUILDING.

cotta. The red tile roof will not add to its beauty. But what it will lack in outward appearance will more than be made up by the beauty of the furnishings. The Queen Ann cottage which England erected for the centennial was not perfect in outline, but its inside arrangement did approach perfection. And so it may be with the building to be erected for the fair.

The "half-timbered" mode of constructing domestic buildings in Great Britain commenced about the reign of Henry VIII. (1485-1509), on a revival of the use of brick, which had lain dormant for a thousand years; but timber was not much used for the external construction of houses in Great Britain after the reign of Queen Elizabeth (1558-1603), on account, it is believed, of the increased demand of timber for the navy. The home of the British royal commission will be located on the lake, between the shore and the main public boulevard, just north of the north-outlet from the lagoon, so that the union jack will float in friendly proximity to the stars and stripes of the good ship Illinois.

THE VIRGINIA BREWERY.



ROANOKE, VA.

This important and successful Roanoke enterprise deserves especial praise. The Export Beer for shipping, Lager for the general trade, and Wuerzburger for family use as a tonic, are deservedly popular and the demand for them increasing daily. The Virginia Brewing Company has established agencies at Pocahontas, Lynchburg and Staunton, in Virginia, and at Winston, N. C., from which orders may be filled, as well as the home office. The product of this brewery has no superior on the market. A trial order always leads to regular patronage. Pure malt and hops alone used in making beer. No poisonous ingredients allowed by the management. Send in a trial order.



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Surplus, \$30,000.

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CONDITION MONDAY, MAY 23, 1892.

RESOURCES.		LIABILITIES.	
Loans and discounts.....	\$280,710 30	Capital.....	\$100,000 00
United States bonds.....	25,000 00	Surplus.....	30,000 00
Due from banks.....	87,637 78	Undivided.....	12,048 81
Cash.....	51,250 00	Circulation.....	23,350 00
		Deposits.....	275,745 19
		Due to banks.....	3,454 08
	\$444,598 08		\$444,598 08

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